

16. (Amended) A method as claimed in Claim 15 wherein:
- a client directs a service request to a first server which is to provide the requested service;
 - the first server checks the service request for a session identifier and only services a service request having a valid session identifier, and where the service request has no valid identifier:
 - the first server redirects the service request from the client to the [authorization] authentication server;
 - the [authorization] authentication server subjects the client to [the] an authorization routine and issues the session identifier to be appended to the service request to the first server;
 - the client forwards the service request appended with the session identifier to the first server; and
 - the first server recognizes the session identifier and services the service request to the client; and
 - the client appends the session identifier to subsequent service requests to the server system and is serviced without further authorization.

24. (Amended) A method as claimed in Claim [1] 3 wherein a service request is for a document and the session identifier includes a user identification, further comprising:
- returning the requested document wherein the document is customized for a particular user based on the user identification of the session identifier.

25. (Amended) A method as claimed in Claim [1] 3 wherein a service request is for a document which has been purchased by a user, the session identifier comprises an authorization identifier, and further comprising:
- returning the requested document if the authorization identifier indicates that the user is authorized to access the document.

26. (Amended) A method as claimed in Claim [1] 3 wherein a service request is for a document wherein the session identifier comprises a user identifier, and further comprising:

returning the requested document to the client; and
charging the user identified in the identifier for access to the document.

27. (Amended) A method of processing service requests from a client to a server system through a network, said method comprising the steps of:
appending a session identifier to the [request] requests; and
responding to requests for documents received from the client through the network by returning the requested documents wherein the documents are customized for a particular user based on a user profile.
28. (Amended) A method of processing service requests from a client to a server system through a network, said method comprising the steps of:
[responding to a request for a document received from the client through the network;]
appending a session identifier, which includes a user identification, to [the] a request for a document; and
returning the requested document wherein the document is customized for a particular user based on the user identification of the session identifier.
29. (Amended) A method of processing service requests from a client to a server system through a network, said method comprising the steps of:
appending a session identifier to the [request] requests;
responding to requests for information received from the client through the network by returning the requested information to the client; and
counting requests to particular information exclusive of repeated requests from a common client.

(Amended) A method of processing a service request [requests] for a document received from a client through a network in which the document has been purchased by a user, said method comprising the steps of:

[responding to a request for a document received from a client through the network in which the document has been purchased by the user;]

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appending an authorization identifier to the request; and
returning the requested document if the authorization identifier indicates that the user is authorized to access the document.

- A* *Sub B2*
33. (Amended) A method of processing a service request for a document [requests] from a client to a server system through a network, said method comprising the steps of:
[responding to a request for a document received from a client through the network;]
appending a session identifier designated by the server system to the request;
returning the requested document to the client[,]; and[:]
charging the user identified in the session identifier for access to the document.

- A* *Sub B2*
35. (Amended) An information system on a network, comprising:
means for receiving service requests from clients and for determining whether a service request includes a session identifier, wherein communications to and from the clients are according to hypertext transfer protocol;
means for providing the session identifier in response to an initial service request in a session of requests; and
means for servicing service requests from a client which include the session identifier, the subsequent service request being processed in the session.

Please add the following new claims 49-95:

- A* *Sub C6*
49. The method of Claim 3 wherein the session identifier is cryptographically generated.
50. The method of Claim 3 further comprising:
returning a REDIRECT to the client, the REDIRECT containing a locator for an authentication server, the authentication server providing the session identifier.
51. The method of Claim 3, wherein the session identifier is appended to at least one path name in a document returned by the server system.

52. The method of Claim 51, wherein the at least one path name is in a link in the returned document.
53. The method of Claim 52 wherein the link is an absolute link.
54. The method of Claim 52 wherein the link comprises a uniform resource locator.
55. The method of Claim 51 wherein the step of appending the session identifier comprises filtering the requested document.
56. The method of Claim 51 wherein the session identifier is cryptographically generated.
57. The method of Claim 51 wherein the session identifier is directed to an accessible domain.
58. The method of Claim 51 wherein the session identifier comprises an expiration time.
59. The method of Claim 51 wherein the session identifier comprises a date.
60. The method of Claim 51 wherein the session identifier comprises a key identifier.
61. The method of Claim 51 wherein the session identifier comprises an address of the client.
62. The method of Claim 51 wherein the session identifier comprises a digital signature.
63. The method of Claim 31 wherein the authorization identifier is provided by an authentication server.
64. A method of charging for advertising on the Web, comprising:
determining link traversals leading to a page; and
charging for advertising based on link traversals to the page.

65. The method of Claim 64, wherein charging for advertising is based on the number of link traversals from an advertising page to a product page.
66. The method of Claim 64, wherein charging for advertising is based on the number of sales resulting from a path including an advertising page.
67. A method of processing a service request from a client to a server system through a network, said method comprising the steps of:
- forwarding a service request from the client to the server system, wherein communications between the client and server system are according to hypertext transfer protocol, and wherein the service request includes a session identifier designated by the server system;
 - validating, at the server system, the session identifier; and
 - returning a controlled document if the session identifier is valid.
68. The method of Claim 67 wherein the session identifier is cryptographically generated.
69. The method of Claim 67 wherein the session identifier is directed to an accessible domain.
70. The method of Claim 67 wherein the session identifier comprises an expiration time.
71. The method of Claim 67 wherein the session identifier comprises a date.
72. The method of Claim 67 wherein the session identifier comprises a key identifier.
73. The method of Claim 67 wherein the session identifier comprises an address of the client.
74. The method of Claim 67 wherein the session identifier comprises an unforgeable digital signature.

75. The method of Claim 67 wherein the session identifier facilitates authenticated accesses across multiple content servers.
76. The method of Claim 67 wherein the document is customized for a particular user based on a user identification of the session identifier.
77. The method of Claim 67, wherein the session identifier is appended to at least one path name in a document returned by the server system.
78. The method of Claim 77 wherein the step of appending the session identifier comprises filtering the requested document.
79. A method of processing service requests from a client to a server system through a network, said method comprising the steps of:
- forwarding a service request from the client to the server system, wherein communications between the client and server system are according to hypertext transfer protocol;
 - returning a session identifier from the server system to the client; and
 - appending as part of a path name in a uniform resource locator the session identifier to subsequent service requests from the client to the server system within a session of requests.
80. The method of Claim 79 wherein the session identifier is cryptographically generated.
81. The method of Claim 79 further comprising:
- returning a REDIRECT to the client, the REDIRECT containing a locator for an authentication server, the authentication server providing the session identifier.
82. The method of Claim 79, wherein the session identifier is appended to at least one path name in a document returned by the server system.

83. The method of Claim 82, wherein the at least one path name is in a link in the returned document.
84. The method of Claim 83 wherein the link is an absolute link.
85. The method of Claim 83 wherein the link comprises a uniform resource locator.
86. The method of Claim 82 wherein the step of appending the session identifier comprises filtering the requested document.
87. The method of Claim 82 wherein the session identifier is cryptographically generated.
88. The method of Claim 82 wherein the session identifier is directed to an accessible domain.
89. The method of Claim 82 wherein the session identifier comprises an expiration time.
90. The method of Claim 82 wherein the session identifier comprises a date.
91. The method of Claim 82 wherein the session identifier comprises a key identifier.
92. The method of Claim 82 wherein the session identifier comprises an address of the client.
93. The method of Claim 82 wherein the session identifier comprises an unforgeable digital signature.
94. A method of evaluating the effectiveness of advertising on the Web, comprising:
determining link traversals leading from an advertisement to a page; and
measuring the number of sales resulting from link traversals from the advertisement to the page.
95. A method of evaluating the effectiveness of advertising on the Web, comprising: